



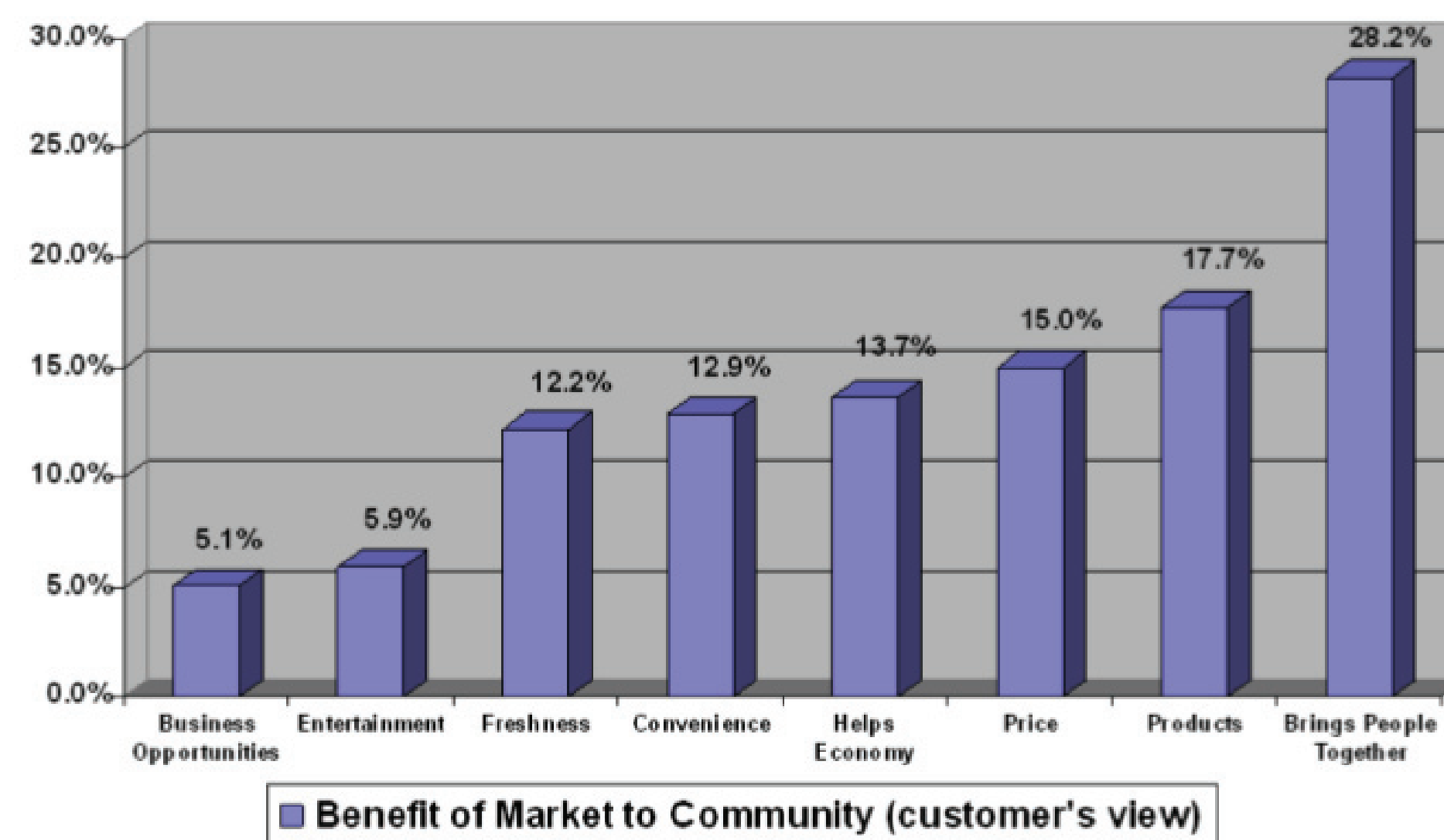
THE PUBLIC

Providing Opportunity:

Public spaces provide opportunity for many partnerships within a community. These opportunities extend further than simply providing for economic revitalization and entrepreneurial activity. Public Spaces, and in particular, Public Markets have the ability to transform the lifestyles and habits within a community. Possible collaborate opportunities with local Medical and Wellness centers can provide education about good nutrition and healthy activity. Working with Transit Facilities can provide increased access to nutrition and activity associated with Place. Initiatives such as Farm-to-School, provide our educators with the tools necessary to transform the way students relate to their community and consumption habits. Public Markets can provide healthy options to members of our community that benefit from area Food Banks and other food related assistance programs. Public Markets become much more than Places and Products; they become a necessary service for our communities and their residents.

Food For Those In Need:

The Pybus Market and Sustainability Center provides those in our community who require food related assistance (Participants in the Women, Infants, Children's (WIC) program, Senior Citizens' Meals Programs, and Electronic Benefit Transfer/Food Stamps (EBT) participants) with healthy food options. Participating citizens have the ability to use their benefits with Pybus Market tenants and Farmers Market vendors. To continue the support of our community, Wenatchee's Food Distribution Centers receive the fresh produce unsold during the daily markets.



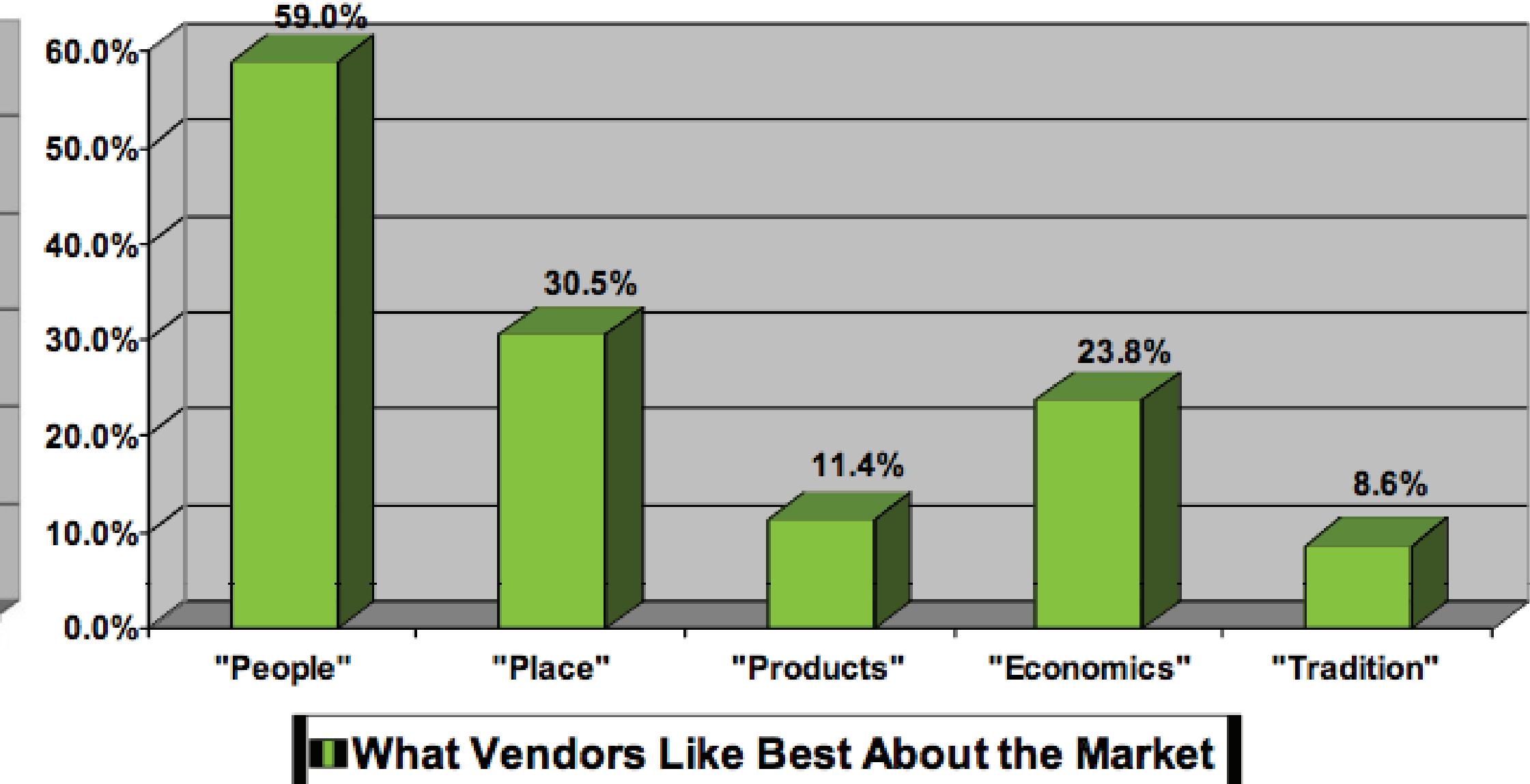
"We have a responsibility to extend the investment in city infrastructure and emphasize that it should include museums, places of art, places of culture. They are as important as sewers, streets, or bridges because they are part of the fabric of the city."

-Raul Yzaguirre, President of the National Council of La Raza-



"Much like the WIC and Senior Farmers Market Nutrition Program, EBT improves access to fresh, nutritious foods for low income families in communities throughout Washington State, while also providing an additional source of revenue for our local farmers and artisans."

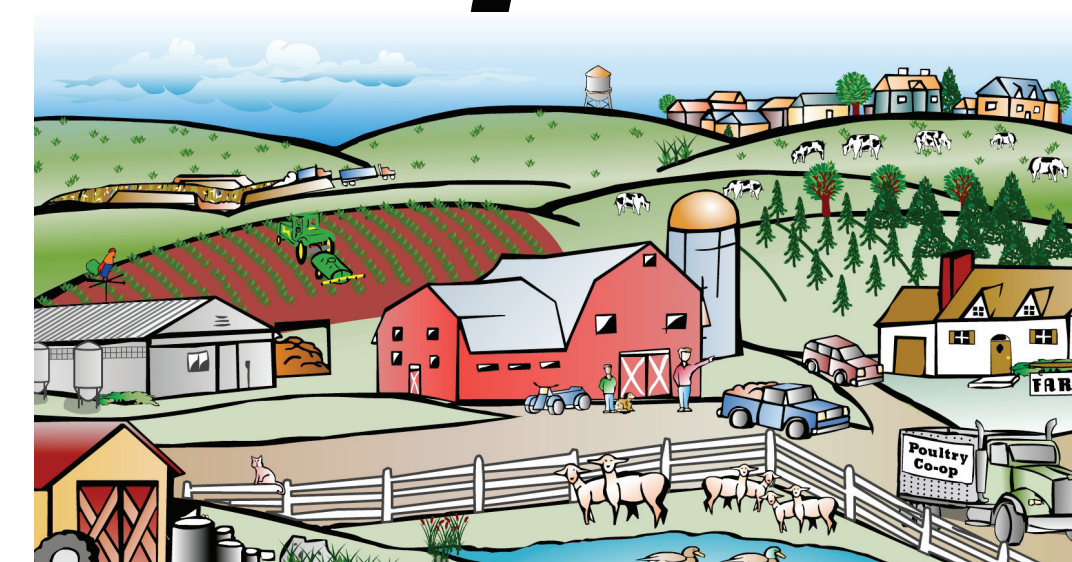
-Washington State Farmers Market Association-



"It appears that it is more than pure economic opportunity that attracts vendors to the market."

-PPS Ford Report-

Farm to School connects schools (K-12) and local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing agriculture, health and nutrition education opportunities, and supporting local and regional farmers.



"Some schools are thinking outside the lunchbox in ways that increase fresh produce options for students while also supporting the economic viability of regional farmers. An estimated 2,000 "Farm to School" programs are operating nationwide, giving local farmers the opportunity to sell directly to school food service."

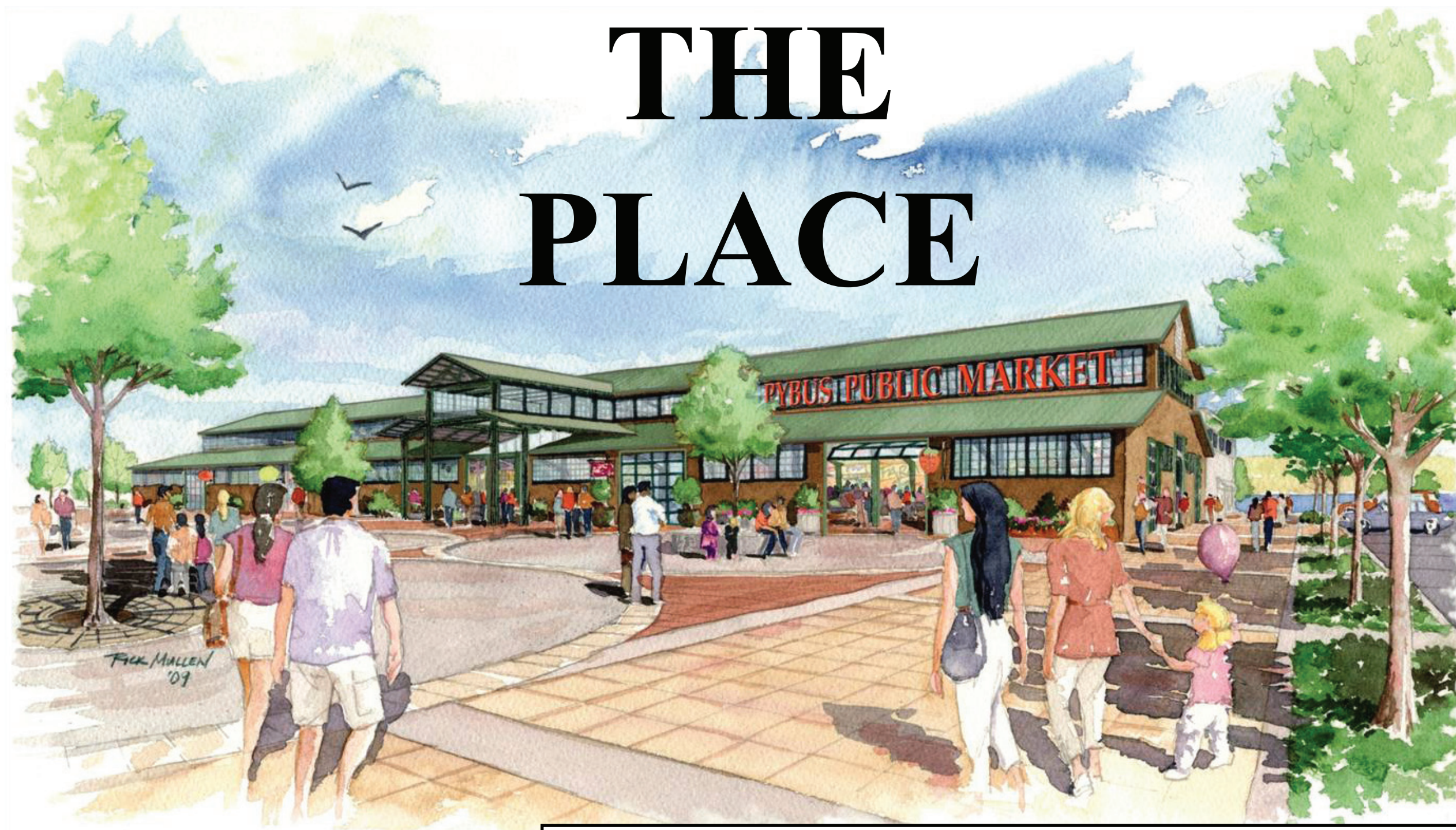
-Wenatchee World, Joan Qazi, February 2, 2010-

TOTAL SERVED BY WENATCHEE FOOD BANKS

MONTH	00 - 02	03 - 18	19-54	55 - ++	TOTAL	BOXES	POUNDS	COST	VALUE
JAN	627	1,897	2,002	1,079	5,605	1,730	54,294	620.25	78,813.50
FEB	409	1,849	1,910	994	5,162	1,496	56,630	1,189.90	82,112.50
MAR	491	1,955	1,870	982	5,298	1,578	67,629	1,614.50	98,296.00
APR	636	1,903	2,016	891	5,446	1,539	48,441	710.55	70,409.00
MAY	473	1,566	1,635	790	4,464	1,237	52,312	1,020.80	76,979.25
JUN	431	1,360	1,444	1,003	4,238	1,250	46,543	843.45	68,040.75
JUL	408	1,333	1,334	932	4,007	1,270	55,947	384.50	80,830.50
AUG	532	1,512	1,563	824	4,431	1,210	58,196	731.70	84,464.00
SEP	676	1,343	1,735	854	4,608	1,320	53,975	297.05	63,662.50
OCT	604	1,514	1,831	1,085	5,034	1,467	58,217	1,103.45	84,585.75
NOV	541	1,641	1,926	927	5,035	1,425	35,997	876.60	52,439.25
DEC	467	1,394	1,763	967	4,591	1,425	62,624	1,377.60	90,474.00
TOTAL	6,295	19,267	21,029	11,328	57,919	16,947	650,805	10,770.35	931,107.00

TOTAL SERVED BY WASHINGTON DISTRIBUTION CENTERS

MONTH	BOXES	POUNDS	COST	VALUE
JAN	4,674	111,909	1,992	159,920
FEB	3,690	114,170	3,211	164,223
MAR	4,740	148,661	4,752	215,389
APR	4,124	108,227	2,642	156,128
MAY	3,687	116,565	3,402	169,639
JUN	4,047	109,605	2,802	157,596
JUL	2,765	94,114	1,215	135,111
AUG	3,410	114,723	2,233	164,800
SEP	3,347	108,310	1,487	136,526
OCT	4,242	113,030	3,058	162,980
NOV	4,897	103,278	5,620	148,746
DEC	4,815	136,546	3,686	195,965
TOTAL	48,438	1,379,138	36,098.95	1,967,021.00



PEOPLE LOCATION ATMOSPHERE CULTURE ENTERTAINMENT

PLACE is an important element of any public space. PLACE involves elements such as People, Location, Atmosphere, Culture, and Entertainment. These elements can transform a building or market from relying on anchors and tenants for consumer draw, to being a magnet of activity in and of itself. What makes a “Place Great” depends on an ability to identify and capitalize on Sociability, Uses & Activities, Access & Linkages, and Comfort & Images.

One would think, for example, that “place” must have some relationship to the design and physical features of the market, the management of the market, or to the “location” beyond what is required for economic success – and indeed it does.

-PPS Ford Report-

“This is a big victory for family farmers throughout the Wenatchee area. This funding will help provide a permanent home for the Wenatchee Valley Farmers Market and give local businesses economic opportunities along the waterfront. I’m proud to support projects like this that support local jobs, promote economic development, and value the history of communities like Wenatchee.”

-Senator, Patty Murray-



People:

People relates to how well a space can integrate age, diversity, and community within its area. Fostering the sociability of the Pybus Public Market will create a stronger sense of community as people begin to see friends, meet and greet their neighbors, and feel comfortable interacting with strangers within the space. Whether they are farmers, entrepreneurs, consumers, or spectators, the Pybus Public Market becomes a melting pot of diversity that highlights the people of our region.

Location:

Located at the corner of Orondo and South Worthen Street, the Pybus Public Market and Sustainability Center is positioned on prime waterfront real estate. The access the site has to Wenatchee’s Downtown, Mooring Dock, Boat Launch, and Loop Trail creates a unique Public Space not available in many cities. With adjoining properties available, the location of the Pybus Building can become a catalyst for economic activity and revitalization along the waterfront.

Atmosphere:

Feeling comfortable in a space and associating with the image it portrays are elements that help define Atmosphere. If a space is perceived as safe, clean and welcoming the atmosphere can be enhanced. As a redevelopment of an industrial building, the Pybus Public Market will be modernized and will include seating, landscaping, esthetics and operations to maintain cleanliness, features which will create a welcoming atmosphere to visitors and vendors alike.

Culture:

The Wenatchee Valley has benefited from many industries over the years, including: Agriculture, The Dams, and Manufacturing. It is important that we embrace the foundations of our past as we build places and industries for our future. The Pybus Public Market integrates the history associated with the E.T. Pybus Company and provides a space for the agrarian industries that have supported the growth of valley to thrive.

Entertainment:

Having something to do gives people a reason to come to a place and to return. Whether it be people watching or a sponsored event, public spaces provide a foundation for community entertainment. In making the Pybus Public Market facilities compatible with an array of entertainment, the space can become a magnet for both economic and social activity.



Fresh fruits and vegetables, specialty meats, seafood, and dairy are all products within a Public Market. However, products of a Public Market extend beyond the consumer goods sold by vendors. The economic effects to surrounding businesses, opportunities for entrepreneurs, increased nutrition education to the public, and increased availability and variety of consumer goods are all products of a Public Market. Understanding how to integrate the Pybus Public Market into the culture and environment of the Wenatchee Valley will be a community wide effort and will rely on the input from organization such as the Wenatchee Downtown Association, Wenatchee Farmers Market, Community Farm Connection, area business owners, and individuals like you! To get more information on the Pybus Public Market and Sustainability Center or to submit your comments, please visit our web site at www.wenatcheewa.gov.

Multiplier Effect of Public Markets:

	# of Vendors	Average Expenditures	Small City Vendor Impact Multiplier	Total Vendor Impact
Producer	12	\$14,310	1.60	\$228,960
Non-Producer	5	\$102,573	1.31	\$671,853
Prepared Food Vendors	10	\$40,800	1.65	\$673,200
Other Vendors	5	\$8,949	0.66	\$29532
Total				\$1,603,545

	# of Vendors	Average Expenditures	Small Town Vendor Impact Multiplier	Total Vendor Impact
Producer	22	\$3,781	1.13	\$93,996
Non-Producer	N/A	N/A	N/A	N/A
Prepared Food Vendors	5	N/A	N/A	N/A
Other Vendors	12	\$878	0.67	\$7,959
Total				\$101,055

** "NA" are the result of insufficient survey responses and fields left blank by respondents.
** Data provided by Econsult Corporation to Projects for Public Spaces, Inc.

**Small City Economy (population > 250,000)
**Small Town Economy (population > 70,000)

Encouraging A Product Mix Not Currently Available



Seafood



Specialty Meats



Cheese/Dairy



Florists



Food Vendors



The calculated multiplier of 1.65 for prepared food vendors in small city markets indicates that for every \$1.00 in total market-related expenditures, there will be \$0.65 in indirect and induced expenditures, resulting in an overall economic impact of \$1.65 in the given region.

Public Transit:

Downtown Wenatchee can be made more accessible with the help of an Electric Trolley Route from the Pybus building, through downtown, and across the Riverwalk Crossing Bridge. Working together with Link Transit, The Wenatchee Downtown Association, and The City of Wenatchee can help bolster the downtown environment.



Possible Transit Routes:
Possible transit routes are outlined in the map below by the colored lines.

Complementing, Not Competing!

"It has already been shown that markets are highly valued as civic places that bring people together. On a more specific level of economic impact, 60% of customers surveyed said they had or would visit other stores in the area (on the day surveyed at the market); of that 60%, another 60% said that they visited those stores only on market days. Overall then, public markets can thus be seen to support nearby businesses."

-Ford Report, Public Markets as a Vehicle for Social Integration and Upward Mobility, Research done by Project for Public Spaces, Inc. -